

BASIC COMMERCIAL PHOTOGRAPHY

Levels: Grades 10-12
Units of Credit: 0.5
CIP Code: 50.0406
Prerequisite: None

CORE STANDARDS, OBJECTIVES, AND INDICATORS

STANDARD **Students will be able to understand commercial photography orientation and job standards.**
500406-01

OBJECTIVES

500406-0101 Evaluate photographic work.
500406-0102 Display photographic work.
500406-0103 Survey employment opportunities.
500406-0104 Review career goals.
500406-0105 History of Photography.

STANDARD **Students will be able to understand and apply safe practices and housekeeping duties.**
500406-02

OBJECTIVES

500406-0201 Comply with lab and equipment safety rules.
500406-0202 Inspect work area and equipment for safe working environment.
500406-0203 Report lab, environmental and equipment safety violations.
500406-0204 Comply with safety rules for working with photographic chemicals (MSDS).
500406-0205 Clean and maintain work area and leave in safe condition.
500406-0206 Report problems to instructor.

STANDARD **Students will be able to understand and perform camera work.**
500406-03

OBJECTIVES

500406-0301 Identify basic camera parts.
500406-0302 Identify appropriate lens for specific needs.
500406-0303 Identify when to use a tripod.
500406-0304 Identify appropriate use of a flash and its synchronization.
500406-0305 Identify the effect of aperture and shutter speeds and how they control exposure.
500406-0306 Demonstrate understanding of how to expose film using a 35mm camera.
500406-0307 Identify the difference between Shutter Priority and Aperture Priority.
500406-0308 Be familiar with the following types of cameras and their application: medium format/twin lens reflex, Polaroid, View, APS, SLR and Rangefinder.

500406-0309 Demonstrate how to control depth of field.

STANDARD **Students will be able to understand and demonstrate**
500406-04 **photographing subjects.**

OBJECTIVES

500406-0401 Identify importance of appropriate background, foreground, and subject in pictures.

500406-0402 Demonstrate the effects of light and the direction of light.

500406-0403 Photograph an individual on location.

500406-0404 Photograph a group on location.

500406-0405 Take photos of action subjects.

STANDARD **Students will be able to understand and identify film**
characteristics and 500406-05 **the development of black and white film.**

OBJECTIVES

500406-0501 Identify film characteristics which include; DX Coding, ISO, type of film, grain, and the format of film.

500406-0502 Identify required film processing for black and white film, color print film, color slide film, and chromogenic film.

500406-0503 Load black and white film into daylight development tanks.

500406-0504 Develop black and white film using daylight development tanks.

500406-0505 Identify problems in black and white film developing.

STANDARD **Students will be able to set up equipment and determine**
500406-06 **exposure times for black and white photographic printing.**

OBJECTIVES

500406-0601 Identify the parts of an enlarger with accessories and their purpose.

500406-0602 Expose and develop contact sheets (proof sheets).

500406-0603 Demonstrate appropriate methods to clean negatives.

500406-0604 Demonstrate how to use variable contrast filters.

500406-0605 Demonstrate how to crop an image.

500406-0606 Establish exposure settings, for black and white prints, using a test Strip.

500406-0607 Demonstrate the dodging and burning in of an image during printing.

500406-0608 Demonstrate the black and white printing process.

500406-0609 Identify the benefits of orthochromatic, RC, and variable contrast paper.

500406-0610 Identify the colors of safelights used for black and white printing with their benefits; and problems on film.

500406-0611 Identify problems which occur on prints during set up (Print trouble shooting).

STANDARD
500406-07 **Students will be able to identify and demonstrate the chemical processing procedures for developing black and white photographic paper.**

OBJECTIVES

500406-0701 Identify the function and safe handling of each black and white paper developing chemical.
500406-0702 Identify the order or sequence for developing black and white photographic paper.
500406-0703 Demonstrate the efficient cutting of photographic paper.
500406-0704 Identify problems occurring during the print developing sequence (Trouble shooting: time, light, chemicals, washing and drying).

STANDARD
500406-08 **Students will be able to understand and demonstrate how to finish prints.**

OBJECTIVES

500406-0801 Demonstrate the retouching of a print.
500406-0802 Demonstrate the dry mounting of a print.
500406-0803 Demonstrate the matting of a print.

COPYRIGHT AND LEGAL ISSUES

STANDARD
500406-09 **The students will be able to define copyright and related terminology as identified in United States Code Title 17 Chapter 1.**

OBJECTIVES

500406-0901 Define copyright.
500406-0902 Other definitions

- Audiovisual works
- Computer program
- Copies
- Copyright owner
- Digital transmission
- Financial gain
- Joint work
- Motion pictures
- Pictorial, graphic, and sculptural works
- Sound recordings
- Work of visual art

500406-0903 United States Code Title 17 Chapter 1 Section 101

STANDARD
500406-10 **The students will be able to understand the development of copyright laws as identified in United States Code Title 17 Chapter 1.**

OBJECTIVES

500406-1001	Berne Convention
500406-1002	Geneva Phonograms Convention
500406-1003	WIPO Copyright Treaty

STANDARD **The students will be able to define and apply fair use guidelines.**
500406-11

OBJECTIVES

500406-1101	Time limitations
500406-1102	Portion limitations <ul style="list-style-type: none">• Motion media• Text material• Music, lyrics, and music video• Illustrations and photographs• Numerical data sets
500406-1103	Copying and distribution limitations
500406-1104	Caution should be used when downloading material from the Internet.

PROFESSIONAL DEVELOPMENT

STANDARD **The student will understand the need for professional**
500406-12 **development.**

OBJECTIVES

500406-1201	Complete a personal inventory.
500406-1202	Set and meet goals.
500406-1203	Be self-motivated.
500406-1204	Know how to make decisions.
500406-1205	Know how to manage time.
500406-1206	Organize personal belongings and lab equipment.
500406-1207	Learn to communicate verbally.
500406-1208	Write effective communications.
500406-1209	Establish a personal reading program.
500406-1210	Develop effective work skills and attitudes.
500406-1211*	Master a working knowledge of SkillsUSA. <ul style="list-style-type: none">▪ State the SkillsUSA motto.▪ State the SkillsUSA creed.▪ Learn the SkillsUSA colors.▪ Describe the official SkillsUSA dress.▪ Describe the procedure for becoming a SkillsUSA officer.

STANDARD **The student will understand the need for leadership skills.**
500406-13

OBJECTIVES

500406-1301	Serve on a committee.
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500406-1302	Prepare an agenda.
500406-1303	Assist in planning a meeting.
500406-1304	Review basic parliamentary procedure. <ul style="list-style-type: none"> ▪ Make a main motion.
500406-1305	Participate in a school project.
500406-1306	Attend a community meeting.
500406-1307	Practice effective speaking.
500406-1308	Present a three- to five-minute talk.
500406-1309	Implement a leadership project.
500406-1310*	Master a working knowledge of SkillsUSA. <ul style="list-style-type: none"> ▪ Describe the meaning of the SkillsUSA emblem. ▪ State the SkillsUSA pledge. ▪ Describe the duties of a SkillsUSA officer.

STANDARD 500406-14 The student will understand the need for career planning.

OBJECTIVES

500406-1401	Define your future occupation.
500406-1402	Survey employment opportunities.
500406-1403	Report on a trade journal article.
500406-1404	Explore opportunities for advanced training.
500406-1405	Conduct a worker interview.
500406-1406	Contact a professional association.
500406-1407	Explore entrepreneurship opportunities.
500406-1408	Give a talk about your career.
500406-1409	Review career goals.

STANDARD 500406-15 The student will understand the importance of employability and work habits.

OBJECTIVES

500406-1501	Develop a list of work standards to follow at school and on the job.
500406-1502	Evaluate your personal ethics. <ul style="list-style-type: none"> ▪ Evaluate your personal ethics against acceptable workplace ethics.
500406-1503	Build a job search network.
500406-1504	Find job leads.
500406-1505	Write a resume.
500406-1506	Create a job portfolio.
500406-1507	Complete a job application.
500406-1508	Write a business letter and memo.
500406-1509	Participate in an actual or simulated job interview.

* SkillsUSA PDP requirements – recommended.